

Safe Food Sampling at Farmer's Markets

Fargo Cass Public Health
Kim Lipetzky
Stephanie Zimmerman



Overview

- Why provide samples
- Reasons farmer's market patrons try samples
- Barriers to customer sampling
- Best practices for food safety when providing samples



Vendor Barriers to Food Sampling

- Labor constraints at market booths
- Hassle of setting up sampling stations
- Limited booth space
- Uncertainty about the benefits of sampling



Why Provide Samples?

- Farmer's market patrons want samples!
 - Determine if they like the taste in order to decide to purchase the product
 - Sampling is the #1 service in demand
- Immediate purchasing impact
 - 55% of farmer's market patrons who sampled a product purchased the product when they had not planned on doing so
- Show off your product precisely how you like to eat and prepare it. You know best!



Reasons People Try Samples

- Friendliness of the vendor (72%)
- Ease of accessing samples (70%)
- Presentation of the samples and display (67%)
- Curiosity of an unknown product (54%)
- Familiarity with the product (51%)



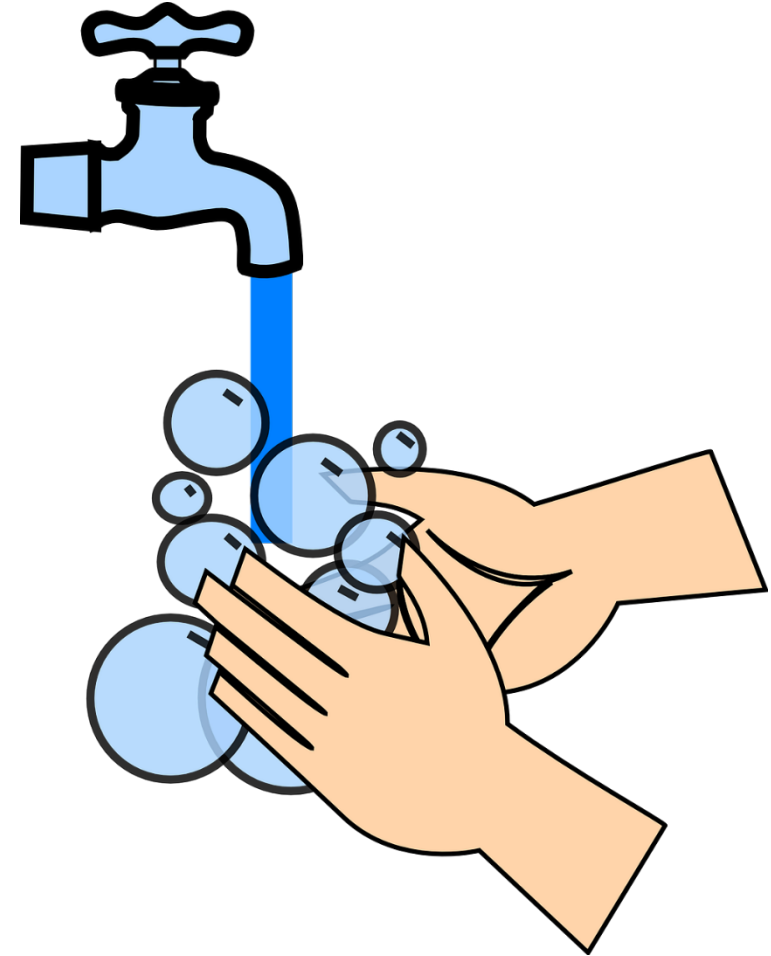
Customer Barriers

- Crowded sampling areas
- Uncertainty of taste
- Uncertainty of ingredients
- Food safety concerns



Best Practices for Safe Food Sampling

- A sample is:
 - Free, small, labeled and prepared on site
- Personal Hygiene
 - Wash hands often
 - Use gloves
 - Create a barrier between you and the food at all times
 - Wash hands and change gloves after:
 - Touching face, hair, clothing, phone, money
 - Eating or drinking
 - Handling soiled utensils
 - Switching between tasks



Best Practices for Safe Food Sampling

- Use disposable, individual single use containers or utensils
 - Avoid self serve sampling
- Bring enough clean utensils
- Temperature control, use a calibrated thermometer
 - Keep cold items cold - 40° F or lower at all times
 - Keep hot items hot - 140° F or higher at all times
- Keep all food covered
- Temporary hand washing station and 4-step washing station

